FSC-75-B	4/16/97
SUBJECT: Work Request Function and Temporary Safeguard Procedures	

DISTRIBUTION:

X	AVP	X	KAM	X	DM
X	RSM	X	AM	X	RM
X	RBM	X	AE	___	Sales Rep
X	ROM			___	Retail Rep

(Note to ROU: Please distribute attachment only to all Retail Representatives)

All of the KAMs/AMs are receiving training in the use of the Work Request Function as follows:

Training Dates	Regions
March 24-27	Atlanta, Cincinnati
April 14-18	Chicago, Minneapolis, Detroit
April 21-24	Buffalo, Winston-Salem, Florida, N. California, Seattle
April 28 - May 1	Houston, Denver, Boston, New York, Richmond
May 5-8	Philadelphia, Pittsburgh, Dallas, S. California, St. Louis

What is the Work Request Function?

The main purpose of this function is to provide a standardized way for Retail Representatives to receive work requests for both chain and independent accounts.
The work request function provides:

- A direct link of communication between selling personnel (KAM/AM) and implementation personnel (RM/RR).
- Work request information is communicated directly to the appropriate Retail Representative/Retail Manager.
- Paper flow through the ROUs to the RM/RR will be significantly reduced.
- The Work Request will become the primary communication tool upon completion of training. It will replace a great deal of the hard copy and voice-mail communication between the KAM/AM group and the RM/RR group.

As each group completes training, the number of work requests entered into the System/Poqet will dramatically increase. The increase in work requests entered into the system has the potential to overload the Poqets utilized by Retail Representatives. A mass breakdown without a recovery system in place would be extremely disruptive to our business process. For this reason we feel that it is necessary to take the steps outlined below to insure our ability to communicate the work requests in the event of systems problems. The safeguard procedures were developed with the help of the first training group. We realize that additional effort is required by the KAM/AM group to complete these steps but it is the most effective means to capture the work request information while we evaluate the reliability of the Poqets.

Quarterly Promotional Calendars (example attached)

- All of the work plan and monthly promotional information will be entered in the work request function by the KAM/AM and electronically transmitted to RM/RR in the Poqet.
- KAMs/AMs will send a hard copy of the promotional information (i.e. calendar) to the ROU for the Chain file. (In the event of a systems problem, this information can be retrieved and copied out to the appropriate RM/RR.)
- Since the training is being conducted in phases, some region KAMs/AMs will be up and using the work request function before the others. To assist the ROUs in determining what information has been sent via Electronic Work Request the KAMs/AMs will write the following information on calendars, etc. to alert you that a Work Request has been sent -
  - Chain Name
  - Chain ID
  - Date Work Request Entered

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Source: https://www.industrydocuments.ucsf.edu/docs/tfdy0000

Miscellaneous Work Requests (example attached)

- KAM/AM will enter the Work Request into the system.
- A hard copy of the screen print will be mailed to the ROU for the file with the following information:
  - Chain Name
  - Chain ID
    or SIS Accounts if for specific accounts

The KAM/AM notes will be written on the bottom of the last page of the hard copy for consistency and ease of identification.

- **ROUs should not send out hard copies of information to Retail Representatives/Retail Managers previously communicated via electronic work request. KAM/AM notations on the hard copies sent to the ROU serves as the indicator to show that this information has been sent out to the appropriate RM/RR's.**

The Work Request function should significantly reduce the amount of U. S. Mail sent to Retail Managers and Retail Representatives. Listed below are types of hard copy information that will continue to be mailed to Retail Managers/Retail Representatives:

- Plan-o-grams
- Detailed store set direction
- Informational letters
  - Chain supervisor contacts
  - Non-compliance process/procedures
  - Pricing information

All information that can be communicated in a **WHO**, **WHAT**, **WHERE** and **WHEN** format should be communicated via Work Request.

Again we realize that these safeguard procedures create additional work for the KAMs, AMs and the ROU but are necessary to insure that we are able to complete the day to day work in the event of a systems failure.

Once all groups have completed training and system reliability is verified, we will discontinue the safeguard procedures. We anticipate this to take place in June/July 1997. A discontinuation letter will be sent as soon as appropriate.

Program Contact: John Boehm, extension #2040

R. J. REYNOLDS TOBACCO COMPANY

Source: https://www.industrydocuments.ucsf.edu/docs/tfdy0000

RETAIL PARTNER / RJR CALENDAR - 1ST QUARTER 1997		
JANUARY	FEBRUARY	MARCH
ALL STORES	ALL STORES	ALL STORES
HEAVY UP STORES	HEAVY UP STORES	HEAVY UP STORES
RETAIL PARTNERS ACCRUAL	RETAIL PARTNERS ACCRUAL	RETAIL PARTNERS ACCRUAL
FORSYTH	FORSYTH	FORSYTH
OTHER	OTHER	OTHER

AUTHORIZED BY

_____ _____

RJR Representative **Date**

FOR CHAIN NAME _____

CHAIN ID _____

AUTHORIZED BY

_____ _____

Account Representative **Date**

DATE WORK REQUEST ENTERED _____

R. J. Reynolds Tobacco Company (Confidential)
4/7/97

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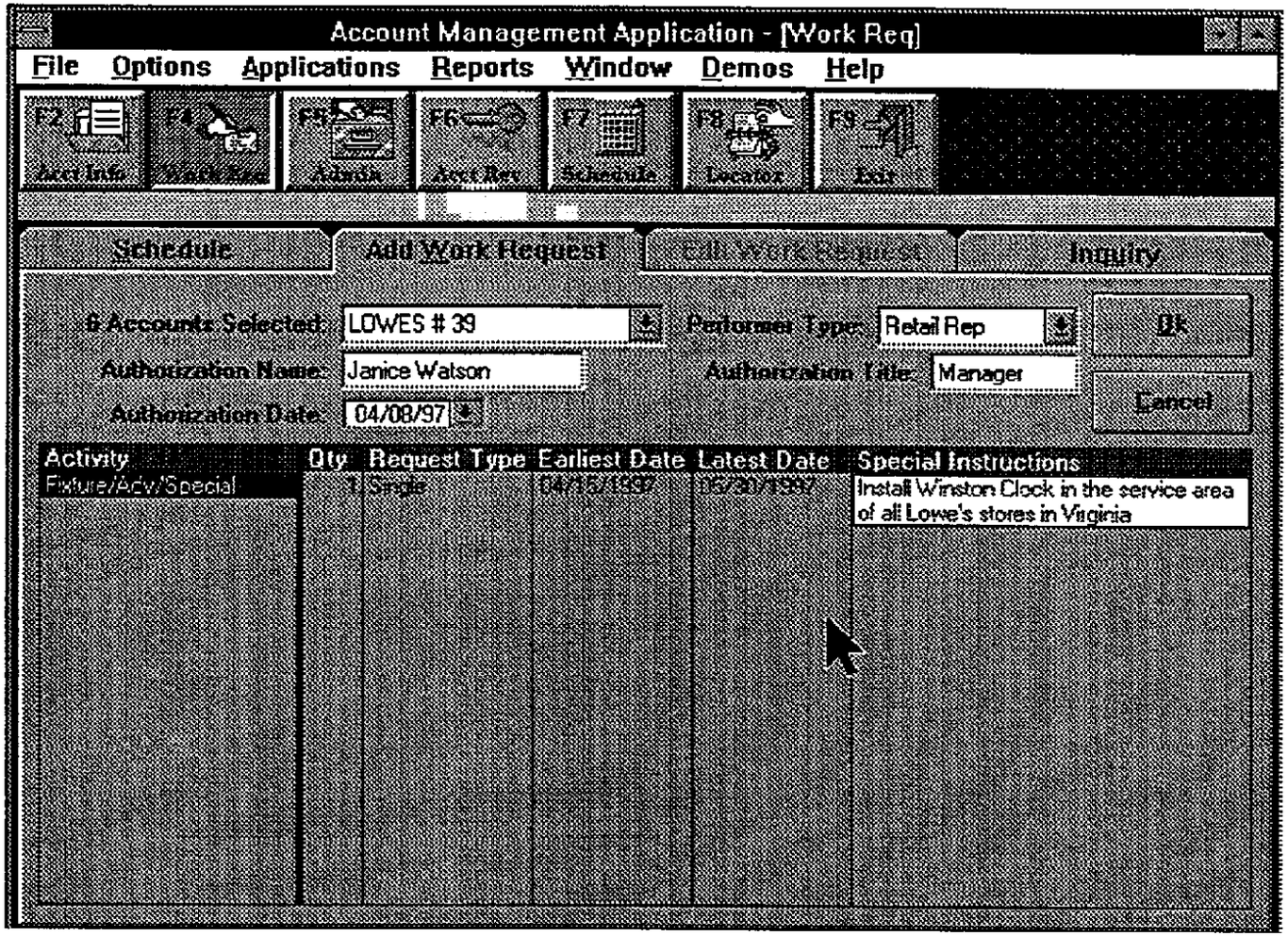
Source: https://www.industrydocuments.ucsf.edu/docs/tfdy0000



CHAIN NAME _____

CHAIN ID _____

OR THIS WORK REQUEST FOR THESE SPECIFIC ACCOUNTS

SIS# _____ _____ _____ _____ _____ _____ _____ _____

_____ _____ _____ _____ _____ _____ _____ _____

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